

Message Text

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SUBJECT: CAP TASK FORCE MEETING, JANUARY 31, 1974

SUMMARY: THE NICARAGUAN CAP TASK FORCE MET ON JANUARY 31 TO REVIEW PROGRESS MADE IN ACHIEVING THE OBJECTIVES OF THE CAP. THE ACTIONS SCHEDULED FOR JANUARY WERE REVIEWED, ALL HAD BEEN COMPLETED OR WERE NEARLY COMPLETE; UP-COMING EVENTS IN FEBRUARY WERE DISCUSSED; AND ASSISTANCE TO THE CAP BY USAID AND USIS WAS OUTLINED. END SUMMARY.

1. THE MEETING OPENED WITH A REVIEW OF THE OBJECTIVES FOR WHICH ACTIONS WERE SCHEDULED IN JANUARY. IT WAS NOTED THAT AN INDUSTRY PROFILE ON MEDICAL EQUIPMENT WAS SUBMITTED IN DECEMBER (OBJECTIVE 4, ACTION 1). WRITTEN MATERIALS THAT HAD BEEN COLLECTED FOR BRIEFING BUSINESSMEN (OBJECTIVE 5, ACTION 2) CONSISTED OF THE NOVEMBER 1973 TRADE OUTLOOK ARTICLE AND THE MEDICAL EQUIPMENT PROFILE. THE EMBASSY HAS NOT YET RECEIVED FROM WASHINGTON COPIES OF THE ECONOMIC TRENDS REPORT WHICH WAS SENT DECEMBER. THIS REPORT WILL BE THE KEY ITEM IN THE BRIEFING KIT. A TRADE LIST OF DISTRIBUTORS OF AUTOMOBILES, TRUCKS AND BUSES (OBJECTIVE 1, ACTION 2) WAS COMPLETED JANUARY 30. IT SHOWS 26 DISTRIBUTORS AND 3 TRADE ASSOCIATIONS. THE TRADE LIST OF PUBLIC TRANSPORTATION COMPANIES (OBJECTIVE 1, ACTION 2) WAS NEARLY COMPLETE AND WILL SHOW 13 COMPANIES IN MANAGUA. NINETY-TWO END-USERS OF FOOD PROCESSING AND

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PACKAGING EQUIPMENT WERE IDENTIFIED (OBJECTIVE 2, ACTION 1) AS WELL AS 14 INDUSTRY ASSOCIATIONS AND 37 POTENTIAL

DISTRIBUTORS OR AGENTS. THESE TRADE LISTS WILL BE USED FOR MAILINGS AND OTHER CONTACTS AND WILL BE CODED ACCORDING TO DEPARTMENT OF COMMERCE REQUIREMENTS TO BE ADDED TO THE FOREIGN TRADERS INDEX.

2. THE COMMERCIAL OFFICER REPORTED THAT HE HAD RECEIVED A VERY USEFUL LIST OF SUGGESTED BOOKS FOR THE COMMERCIAL LIBRARY (OBJECTIVE 5, ACTION 2) FROM THE STATE DEPARTMENT. THE LIBRARY PRESENTLY HAD ABOUT 50 PERCENT OF THE SUGGESTED TITLES, BUT MANY ARE OUT OF DATE. IN FEBRUARY THE COMMERCIAL OFFICER WILL SUBMIT A LIST OF BOOKS TO BE ORDERED, FUNDS PERMITTING. IT WAS ALSO NOTED THAT THE CAP CALLS FOR BOOKSHELVES TO BE INSTALLED IN FEBRUARY.

3. THE COMMERCIAL OFFICER REPORTED THAT HE HAD RECEIVED A LETTER FROM THE DIRECTOR OF THE US TRADE CENTER IN MEXICO WHICH CONTAINED VERY HELPFUL SUGGESTIONS FOR COOPERATION BETWEEN THE CENTER AND THE EMBASSY, ESPECIALLY WITH RESPECT TO THE FOOD PROCESSING EQUIPMENT SHOW IN MEXICO IN MAY (OBJECTIVE 2, ACTION 2). ALSO WITH RESPECT TO OBJECTIVE 2, IT WAS NOTED THAT THE NICARAGUAN EXPORT PROMOTION CENTER AND THE CENTRAL BANK ARE DEVELOPING INVESTMENT PROJECTS FOR THE FOOD PROCESSING INDUSTRY. A REPRESENTATIVE OF THE CENTRAL BANK MADE A TRIP TO THE US RECENTLY TO GATHER INFORMATION; THE DEPARTMENT OF COMMERCE, AT THE REQUEST OF THE COMMERCIAL OFFICER, HELPED SET UP APPOINTMENTS IN WASHINGTON.

4. IN A DISCUSSION OF HOW THE OTHER SECTIONS OF THE AMERICAN MISSION COULD CONTRIBUTE TO THE COMMERCIAL PROGRAM, THE USAID DIRECTOR SAID THAT HE WOULD DIRECT HIS STAFF TO REPORT TRADE OPPORTUNITIES TO THE COMMERCIAL SECTION. HE SAW A NUMBER OF SUCH LEADS COMING TO LIGHT WITH RESPECT TO RECONSTRUCTION, ESPECIALLY CONSULTANTS ON EARTHQUAKE STANDARDS, CONSTRUCTION TECHNIQUES AND GEOLOGICAL ANALYSIS. THE USIS PAO REPORTED THAT HE IS COOPERATING WITH THE COMMERCIAL SECTION WITH RESPECT TO PUBLICITY FOR THE ACTIVITIES OF THE SECTION AND FOR UP-COMING EVENTS, SUCH AS A TRADE MISSION FROM GEORGIA FEBRUARY 18-19, AND TRADE
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SHOWS. USIS IS HELPING TO APPROVE THE APPEARANCE AND PACKAGING OF THE COMMERCIAL NEWSLETTER. THE USIS PAO SUGGESTED THAT THE NEWSLETTER BE MAILED TOGETHER WITH THE USIS PUBLISHED PERSPECTIVAS ECONOMICAS, TRADE FAIR FLYERS, ETC. THE CULTURAL AFFAIRS OFFICER DESCRIBED THE AUDIENCES DATA SYSTEM THAT USIS IS SETTING UP WHICH CAN BE USED TO DIRECT INFORMATION TO SPECIFIC TARGET AUDIENCES. IT WILL BE AVAILABLE TO THE COMMERCIAL SECTION.
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